

Falls' 34th Anniversary Sale Begins Saturday, November 1st And Will Continue Until Saturday, November 15th 13 — WONDERFUL SALE DAYS — 13

THESE ITEMS

Sent by a 'Trade Friend' For Our
34th Anniversary Sale

Men's best quality Fleece-lined
Shirts and Drawers, in sizes to 44.
Garment **77c**
Men's extra heavy Ribbed All-wool
Socks; longer than usual; in grey and
tan. Pair **43c**
Men's blue and white stripe Bib
Overalls, with braces and lots of pock-
ets; the extra heavy quality; in sizes
to 46. Pair **\$1.67**
Smocks to match.
Boys' all-wool Sweaters, in the de-
sirable styles to fit boys up to 15
years. About 1/2 price each **\$1.47**
A Tie Manufacturer has sent 1 gross
smart styles in the best four-in-hand
shape. Silk Ties to sell at half price.
Each **47c**
Christmas is in the offing.

These Anniversary Sale Bargains From the Staple Dept.

Very heavy, hemmed White Terry
Bath Towels, 22x40. Each **46c**
Table Damask, 70 per cent. linen.
Good for hard wear; 56 inches wide.
Per yard **77c**
Bleached Huck Towels, extra heavy.
Each **66c**
Horrocks' English Sheeting, one
of the best wearing qualities; 80 in.
wide. Yard **\$1.19**
15 dozen only pure Linen Table Nap-
kins, odds and ends; some slightly
soiled. Values up to \$7.50 dozen. For
quick selling, each **29c**
Horrocks' best English Pillow
Cotton, 40 and 42 in. wide. Yard. **72c**
Heavy Flannelette in plain white or
fancy stripe; 36 in. wide. Yard. **29c**
Turkish Towelling, pure white, 20
in. wide; English make. Yard. **33c**
All linen blue and red check Glass
Towelling, 20 and 22 in. Yard. **33c**
Pure Linen Crash Towelling in grey
or white; plain or colored border, also
stripes. Yard **33c**
Heavy selling makes lots of short
ends. See the Table of Remnants—
Flannelette, Gingham, Prints, etc.
37-in. near-Linen Dress Goods in 5
desirable shades; fast colors. Yd. **29c**
Falls' Department Store, Simcoe.

French Beaded Bags For Gifts, Half Price

1 Gross very beautiful French Bead-
ed Bags, tortoise shell frames, many
shapes, richly lined and small mirror.
Each **\$3.95**

WOMEN'S UNDERGARMENTS Bloomers, Pantelettes and Com- binations

Medium weight Bloomers, in flesh
and white; fine quality; all sizes.
Pair **97c**
Pantelettes in pink, flesh, sand and
beige; fine mercerized quality; the
\$2.50 value. Sale priced at pair. **\$1.65**
Women's medium weight Knitted
Combinations, greatly reduced. Per
suit **\$1.98**
Women's winter weight Knitted
Drawers, in 36 and 38 only; value 75c.
Sale pair **46c**
A big lot of odd lines in Women's
and Girls' Underwear, 2-piece suits and
combinations. To clear, the gar-
ment **87c**
Falls' Department Store, Simcoe.

Women's Gloves

Women's Cape Gauntlet Gloves in
grey and tan; sizes 6 to 7 1/4; value
\$2.50. Sale price pair **\$1.98**
Women's two-dome Cashmerette
Gloves in beaver shades, pair **50c**

English Dinnerware in the Sale

A large and most beautiful collec-
tion of Dinnerware; wonderful color
combinations. All are in 97-piece sets
for 12 persons. Values up to \$33.00.
Anniversary Sale, set **\$23.50**

This series of Anniversary Sales
is winning new hundreds to fuller
appreciation of the Falls' Store.
One of the most helpful, interest-
ing stores to be found anywhere.

FALLS' 34th

English Pottery

A large consignment of superior
English Pottery brought over spec-
ially for the Anniversary Sale. Mer-
chandise that is much in demand, most
reasonably priced. Displayed in the
Downstairs Store. All sizes in Casse-
roles, yellow and white; Yellow Mix-
ing Bowls; Casseroles, brown; Yellow
Lipped Mixing Bowls; Yellow Stew
Pots; Yellow Jugs; Stone Bakers;
Yellow Custard Cups; Stone Pudding
Bowls; Bakers, yellow and white;
Stone Foot Warmers, in 4 sizes; Stone
and Brown Mugs; Tea Pots and Coffee
Pots; Jugs, Bulb Bowls and Vases,
Sugar and Cream, White Jelly Moulds.
It's a most interesting display.

No Home Can Have Too Much Pyrex

The Original Transparent Ovenware—
"Pyrex" Has Never Sold at
These Prices

Casseroles worth \$2.45, Anniversary
Sale **\$1.69**
Pie Plates worth \$1.10, Anniversary
Sale **86c**
Bread Pans worth \$1.25, Annivers-
ary Sale **97c**
Cake Dishes worth \$1.10, Annivers-
ary Sale **86c**
Bakers worth 90c, Anniversary
Sale **67c**
Custards worth 25c, Anniversary
Sale **19c**

Extraordinary Anniversary Sale of MEN'S SUITS AND OVERCOATS

A week ago we wrote to the maker-up of
our best Overcoats and Suits, that we've
been doing business with for 25 years. We
ought to know their clothing by this time—
AND THEY KNOW US. Here's the letter:

"We are preparing for our 34th Annivers-
ary Sale—an event of considerable import-
ance to us. What can you do for us in Men's
Overcoats and Suits? We are only interest-
ed in smart garments of quality at very in-
teresting prices."

"The merchandise must keep to our stand-
ard and the price must be low."

Here's One Reply:

"Will ship fifty Overcoats in the best pat-
terns and models of the season at the special
price of —. Also thirty Overcoats in
a better line, the same as you had from us
earlier in the season at —, at the spec-
ial price of —; and seventy-five Suits,
very fabric the long-wearing hard twist
kind, every fabric good for years of wear.
Just the suits you would buy at \$5 to \$10
more; the newest models and patterns, in-
cluding the reliable old-time Navy Blues.
They are WONDERFUL Suits. Yes, we
must use the term, for they far exceed any
values we ever offered. We assure you the
above values will do their share in making
your Anniversary Sale a bigger success than
ever."

The Overcoats and Suits will be ready
Saturday.

THE SUITS WILL BE \$22.00

A concrete saving to you of many dollars
on your suit.

The Overcoats are all magnificent. Every
one of them is WHAT'S WHAT for this
winter.

Big Plaid Backs with 3-way belts and without belts. Heavy woollens, Raglan
shoulders, double breast, quarter and sleeves lined; loose hanging, handsome Oxford,
Cambridge and Heather Mixtures; sizes to 44. TWO PRICES:

\$22.00 and \$28.00

Selling Begins Saturday Morning

Save \$5 to \$7 on These Bed Outfits

Metal Beds in walnut finish; round
and square steel posts; with and with-
out panels; with ninety coil springs
and felt mattress. These complete out-
fits during the Anniversary Sale for
\$30.20, \$29.40, \$25.95, \$25.45, \$25.20
and \$21.25.
Furniture Department, 3rd Floor.

Anniversary Bargains in Millinery

Table 1—Girls' Tailored Hats worth
up to \$3.25. Choice **\$1.98**
Table 2—Missies Hats, worth up to
\$7.00. Choice **\$3.98**
Table 3—Women's Hats, worth up
to \$9.00. Choice **\$5.98**

Men's Heavy Flannel Shirts and Sweaters

Men's extra heavy grey and khaki
Military Flannel Shirts; very roomy
and well made; sizes to 17. Each **\$1.37**
Men's Winter Sweaters in coat and
pull-over styles, specialised each **\$2.37**
and **\$1.98**



Falls' 34th Anniversary Sale of Floor Coverings

Of very real importance to hundreds
of home-makers is the sale of Rugs.
Thousands of dollars worth of Rugs
and Linoleums have been reduced in
price for our 34th Anniversary Sale.
Hundreds of large and small Rugs—
many new assortments at prices to
gladden the hearts of beauty-loving
home-makers; unsurpassed savings on
—Wilton Rugs, Brussels Rugs.
—Axminster Rugs, Tapestry Rugs.
—Printed Linoleum and Inlaid
Linoleum.
—Congoleum Rugs, Linoleum Rugs.
—Battleship Linoleum and Cork
Carpeting.
—Floor Oil Cloths. —Third Floor.

FALLS' ANNIVERSARY SALE Of Women's and Juniors' Coats and Wraps

Many of them made literally mag-
nificent with furs; silk and crepe silk
linings. Real models; not two of
them alike. Of Marvella, Gerona and
fine Pile Coatings. In Cinnabar, Pecan,
Filbert, Black and Navy.
The \$75.00 Coats will sell for... **\$67.00**
The \$65.00 Coats will sell for... **\$58.00**
The \$50.00 Coats will sell for... **\$44.00**
The \$45.00 Coats will sell for... **\$39.00**
The \$40.00 Coats will sell for... **\$36.00**
The \$35.00 Coats will sell for... **\$31.00**
The \$27.00 Coats will sell for... **\$23.00**
The \$25.00 Coats will sell for... **\$21.00**
The \$20.00 Coats will sell for... **\$17.00**
The \$18.50 Coats will sell for... **\$14.50**

Some People Are Rich Enough— "Think They Are"—to Waste Money. You Save Money on Every One of These Items

Nickle-plated Trays, round and ob-
long, standard size; value 40c for
each **19c**
Glass Tumblers, cut floral design;
clear glass; value \$2.00 dozen. Sell-
ing **6 for 73c**
Heavy Japanese Cut Glass Tumb-
lers, value \$5 dozen, selling **6 for \$1.44**
Semi Porcelain Breakfast Plates,
good selections of designs; value \$4.00
dozen. Selling for **6 for \$1.53**
Mirrors with white frames, useful
size; value 65c. Selling for **47c**
Bevelled Plate Glass Mirrors, en-
ameled frames, 8x16 in.; worth \$2.00.
Selling for **\$1.45**
Toilet Paper, regular 5c size. Sale
priced **3 for 11c**
50 only Granite Basins, 6-qt. size.
Extra! Extra! Sale each **27c**
200 Lino Floor Rugs, 18x36 in.; good
wearing, good looking. Sale each **15c**
Double Dover Egg Beaters, special
each **27c**
Blue Bird Pantry Shelf Paper, 10
yards for **10c**

The Man Who Sold Us These Soaps

said we were "Finicky." That's all
right—we have to be to buy soaps to
sell at these prices. Get a supply:
White Naptha Laundry Soaps, large
bars **3 for 14c**
White Castile Bars, the usual large
bars **2 for 27c**
Lux, full size packages **2 for 17c**
Castile Cakes **7 for 19c**
Any of these: P. & G. Gold, Com-
fort, Surprise, Sunlight **4 bars for 21c**
O'cedar Floor Mops, the popular
size, and 1 bottle O'cedar Oil. The
two items for only **99c**
Electric Hair Curling Irons, com-
plete, each **98c**
All of the above will be found in
Falls' Downstairs Store — The Store
you've heard so much about.

FLANNELETTE BLANKETS The Mill Has Completed Its Obligations

The last of a large and very fortun-
ate purchase of Flannelette Blankets
will go on sale Saturday. NONE BET-
TER and FEW as GOOD. The largest,
heaviest and best class of Flannelette
Blankets procurable **\$2.55 pair**
Medium size **\$2.35 pair**
Single bed size **\$2.00 pair**
That more can share in this bargain,
only one pair to a customer—white or
grey.
Falls' Department Store, Simcoe.

These From the Dress Goods Dept.

Real Viyella Flannel, 31 in. wide;
light and dark colors; fancy stripes,
etc. Very serviceable cloth. Yard **97c**
54 in. Navy and Black all-wool
Serge; fine twill for dresses, knick-
erbockers, etc. Yard **\$1.19**
36 in. English Costume Velvet in
navy, brown and black; fast pile; an
excellent cloth. Yard **\$2.25**
36 in. Black Duchess, heavy weight,
soft bright finish; wear guaranteed.
Yard **\$2.19**

Year after year the store has
greater cause to thank an appre-
ciative public for patronage given.
We say "Thank You" by giving
bargains par excellence.

FALLS' 34th